

IN THE CLAIMS

The following are pending in the present application:

1. (Currently Amended) A method comprising:
 - determining an advertisement to be displayed on a World Wide Web page, wherein said World Wide Web page includes content other than the ~~is not an~~ advertisement;
 - determining a message to be displayed on said World Wide Web page, wherein said message is thematically related to said advertisement;
 - determining targeting criteria associated with said message;
 - receiving a request to serve said World Wide Web page from a user;
 - receiving personal information about the user;
 - serving said World Wide Web page for display to the user;
 - serving said advertisement for display to said user on a portion of said World Wide Web page such that at least a portion of the content included in said World Wide Web page is still displayed to the user;
 - tailoring said message page based, at least in part, on said targeting criteria and said personal information; and
 - serving said tailored message for display to said user on said World Wide Web page separate from said advertisement such that at least a portion of the content other than the advertisement included in said World Wide Web page and the advertisement ~~is still~~ are displayed to the user.
- 2-7. (Cancelled)
8. (Original) The method of claim 1, further comprising:
 - determining personal information prior to said serving said tailored message.
- 9-10. (Cancelled)

11. (Original) The method of claim 1, further comprising:
setting a first time period.
12. (Original) The method of claim 11, wherein said serving said tailored message occurs at least said first time period after said serving said World Wide Web page.
13. (Original) The method of claim 11, wherein said serving said tailored message occurs at least said first time period after said serving said advertisement.
14. (Original) The method of claim 1, wherein said serving said messages includes causing said tailored message to be displayed on said World Wide Web page for at least a fixed period of time.
15. (Cancelled)
16. (Original) The method of claim 1, wherein said serving said tailored messages includes causing said tailored message to be displayed on said World Wide Web page for a fixed period of time.
17. (Currently Amended) The method of claim 1, further comprising:
causing said tailored message to no longer be displayed on said World Wide Web page; and
serving a second message such that at least a portion of the content included in said World Wide Web page, the advertisement, and the first message is still displayed to the user.
18. (Original) The method of claim 1, further comprising:
determining if said targeting criteria has been met prior to said serving said tailored message.

19. (Original) The method of claim 1, further comprising:
determining if said targeting criteria has been met prior to said serving said advertisement.
20. (Cancelled)
21. (Original) The method of claim 1, further comprising:
determining external information.
22. (Original) The method of claim 21, wherein said tailoring said message is based, at least in part, on said external information.
23. (Cancelled)
24. (Original) The method of claim 1, wherein said World Wide Web page is arranged such that said advertisement is displayed proximal to said tailored message.
25. (Original) The method of claim 1, wherein said World Wide Web page is arranged such that said tailored message is displayed within said advertisement.
26. (Original) The method of claim 1, further comprising:
changing a display attribute of at least a portion of said tailored message.
- 27-30. (Cancelled)
31. (Currently Amended) A method comprising:
determining an advertisement to be displayed on a World Wide Web page,
wherein said World Wide Web page includes content other than the ~~is not an~~
advertisement;

determining a plurality of messages associated with said advertisement wherein each of said plurality of messages is thematically related to said advertisement;

determining targeting criteria associated with said plurality of messages;

determining personal information;

receiving a request to serve said World Wide Web page;

serving said World Wide Web page for display to the user;

serving said advertisement for display to said user on a portion of said World Wide Web page such that at least a portion of the content included in said World Wide Web page is still displayed to the user;

selecting at least one of said plurality of messages based, at least in part, on said personal information and said targeting criteria; and

serving said at least one of said plurality of messages for display to said user on said World Wide Web page separate from said advertisement such that at least a portion of the content other than the advertisement included in said World Wide Web page and the advertisement ~~is still~~ are displayed to the user.

32. (Cancelled)

33. (Original) The method of claim 31, further comprising:

tailoring said at least one of said plurality of messages based, at least in part, on said personal information prior to serving said at least one of said plurality of messages.

34. (Cancelled)

35. (Original) The method of claim 31, further comprising:

tailoring said at least one of said plurality of messages prior to serving said at least one of said plurality of messages.

36. (Cancelled)

37. (Original) The method of claim 31, wherein said World Wide Web page is designed such that said advertisement is displayed proximal to said at least one of said plurality of messages.

38-44. (Cancelled)

45. (Currently Amended) A method comprising:

determining an advertisement to be displayed on a World Wide Web page, wherein said World Wide Web page includes content other than the ~~is not an~~ advertisement;

determining a message to be displayed on said World Wide Web page, wherein said message's subject matter is thematically related to said advertisement's subject matter;

determining targeting criteria associated with said message;

receiving a request to serve said World Wide Web page from a user;

serving said World Wide Web page for display to the user;

serving said advertisement for display to said user on a portion of said World Wide Web page such that at least a portion of the content included in said World Wide Web page is still displayed to the user;

serving said message for display to said user on said World Wide Web page separate from said advertisement if said targeting criteria has been met such that at least a portion of the content other than the advertisement included in said World Wide Web page and the advertisement ~~is still~~ are displayed to the user.

46. (Original) The method of claim 45, further comprising:

serving a default message if said targeting criteria has not been met.

47. (Cancelled)

48. (Original) The method of claim 45, further comprising:
determining if said targeting criteria has been met.
49. (Original) The method of claim 48, further comprising:
determining personal information.
50. (Original) The method of claim 45, further comprising:
tailoring said message based, at least in part, on said personal information, if said
targeting criteria has been met.
51. (Original) The method of claim 45, wherein said World Wide Web page is
designed such that said advertisement is displayed proximal to said message.
- 52-53. (Cancelled)
54. (Currently Amended) A method comprising:
determining an advertisement to be displayed on a World Wide Web page,
wherein said World Wide Web page includes content other than the ~~is not an~~
advertisement;
determining a message to be displayed on said World Wide Web page,
said message being associated with said advertisement;
determining targeting criteria associated with said message;
receiving a request to serve said World Wide Web page from a user;
serving said World Wide Web page for display to the user;
serving said advertisement for display to said user on a portion of said
World Wide Web page such that at least a portion of the content included in said
World Wide Web page is still displayed to the user;
serving said message for display to said user on said World Wide Web
page if said targeting criteria has been met such that at least a portion of the

content other than the advertisement included in said World Wide Web page and the advertisement ~~is still~~ are displayed to the user; and

causing said message to be displayed proximal to said advertisement on said World Wide Web page if said targeting criteria has been met.

55. (Original) The method of claim 54, wherein said message is thematically related to said advertisement.

56. (Currently Amended) A method comprising:

determining an advertisement to be displayed on a World Wide Web page, wherein said World Wide Web page includes content other than the ~~is not an~~ advertisement;

determining a message to be displayed on said World Wide Web page, wherein said message is associated with said advertisement;

determining targeting criteria;

receiving a request to serve said World Wide Web page from a user;

serving said World Wide Web page for display to the user;

serving said advertisement for display to said user on a portion of said World Wide Web page such that at least a portion of the content included in said World Wide Web page is still displayed to the user;

determining personal information about the user;

tailoring said message page based, at least in part, on said personal information and targeting criteria, wherein said message is thematically related to said advertisement;

serving said tailored message for display to said user on said World Wide Web page such that at least a portion of the content included in said World Wide Web page and the advertisement is still displayed to the user; and

causing said tailored message to be displayed proximal to said advertisement on said World Wide Web page.

57. (Cancelled)

58. (Currently Amended) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, wherein the advertisement and the World Wide Web page have been served for display to a user and said World Wide Web page includes content other than the ~~is not an~~ advertisement, comprising:

- determining targeting criteria associated with the advertisement;
- determining personal information about the user;
- tailoring a message based on said personal information and said targeting criteria;
- serving said tailored message for display to said user on the World Wide Web page such that at least a portion of the content included in said World Wide Web page and the advertisement is still displayed to the user; and
- causing said message to be displayed in proximity to said advertisement on said World Wide Web page.

59. (Cancelled)

60. (Original) The method of claim 58, wherein said tailored message is thematically related to the advertisement.

61-71. (Cancelled)

72. (Currently Amended) A system for serving an advertisement, comprising:

- a memory;
- a communication port; and
- a processor connected to said memory and said communication port, said processor being operative to:

determine an advertisement to be displayed on a World Wide Web page, wherein said World Wide Web page includes content other than the ~~is not an~~ advertisement;

determine a message to be displayed on said World Wide Web page, wherein said message is associated with said advertisement;

determine targeting criteria;

receive a request to serve said World Wide Web page from a user;
serve said World Wide Web page for display to the user;

serve said advertisement for display to said user on a portion of said World Wide Web page such that at least a portion of the content included in said World Wide Web page is still displayed to the user;

determine personal information about the user;

tailor said message page based, at least in part, on said personal information and said targeting criteria; and

serve said tailored message for display to said user on said World Wide Web page in proximity to said advertisement on said World Wide Web page such that at least a portion of the content other than the advertisement included in said World Wide Web page and the advertisement ~~is still~~ are displayed to the user.

73. (Cancelled)

74. (Currently Amended) An apparatus for serving an advertisement, comprising:
- means for establishing an advertisement to be displayed on a World Wide Web page wherein said World Wide Web page includes content other than the ~~is not an~~ advertisement;
 - means for establishing a message to be displayed on said World Wide Web page, wherein said message is associated with said advertisement;
 - means for determining targeting criteria associated with said message;

means for obtaining a request to serve said World Wide Web page from a user;

means for transmitting said World Wide Web page for display to said user;

means for transmitting said advertisement for display to said user on said World Wide Web page such that at least a portion of the content included in said World Wide Web page is still displayed to the user;

means for retrieving personal information about the user;

means for tailoring said message page based, at least in part, on said personal information and said targeting criteria; and

means for transmitting said customized message for display to said user on said World Wide Web page in proximity to said advertisement on said World Wide Web page such that at least a portion of the content other than the advertisement included in said World Wide Web page and the advertisement ~~is~~ still are displayed to the user.

75-77. (Cancelled)

78. (Previously Presented) The method of claim 74, further comprising determining said fixed period of time.

79. (Previously Presented) The method of claim 74, further comprising; determining personal information.

80. (Previously Presented) The method of claim 79, further comprising storing said personal information prior to said determining personal information.

81. (Previously Presented) The method of claim 74, wherein said serving said advertisement includes directing a request to serve said advertisement to an ad server.

82. (Previously Presented) The method of claim 74, further comprising:
determining a default message.